



COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING DIVISION

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**CITY OF NEWPORT BEACH  
ZONING ADMINISTRATOR STAFF REPORT**

February 29, 2012  
Agenda Item 5

**SUBJECT:** Balboa Fun Zone/Newport Harbor Nautical Museum Sign Program  
(PA2011-142)  
600 East Bay Avenue  
▪ Comprehensive Sign Program No. CS2011-006  
▪ Modification Permit No. MD2011-017

**APPLICANT:** Newport Harbor Nautical Museum

**PLANNER:** Benjamin M. Zdeba, Planning Technician  
(949) 644-3253, bzdeba@newportbeachca.gov

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**ZONING DISTRICT/GENERAL PLAN**

Zoning Code - CV (Commercial Visitor-Serving)  
General Plan - CV (Visitor Serving Commercial)

**PROJECT SUMMARY**

A comprehensive sign program to incorporate existing signage for tenants within the Balboa Fun Zone with the existing and proposed signage for the Newport Harbor Nautical Museum. The proposed comprehensive sign program includes various existing tenant wall signs, two existing entry canopy signs, five existing directory wall signs, 11 permanent wall-mounted flags, awning signs, window signs, and one existing, nonconforming roof sign. Also included in the application is a modification permit to allow four exhibition wall signs and one freestanding kiosk sign that both exceed the maximum sign area permitted and are not sign types included within the Zoning Code.

**RECOMMENDATION**

- 1) Conduct a public hearing; and
- 2) Adopt Draft Zoning Administrator Resolution No. ZA2012-010 approving Comprehensive Sign Program No. CS2011-006 and Modification Permit No. MD2011-017 (Attachment No. ZA 1).

## **DISCUSSION**

- The property, historically known as the Balboa Fun Zone, is over three quarters of an acre in area and includes the entire East Bay Avenue block between Washington Avenue and Palm Street within Balboa Village.
- It is currently improved with four buildings that are interconnected by a common courtyard area for a total of four frontages. Although it is a multi-tenant, commercial development, the Newport Harbor Nautical Museum occupies roughly 58% of the square footage and has continued to increase in size since acquiring the property in 2006.
- The remaining 42% is leased out to 13 separate businesses consisting of primarily food, retail, and entertainment uses.
- The property is subject to heavy pedestrian traffic.
- The mixture of visitor-serving commercial businesses with the museum creates a need for the modification permit to include additional wayfinding signage and promotional advertisement in excess of the sign area allowed by the Zoning Code.
- A comprehensive sign program is required whenever there is a building with frontage along a public right-of-way totaling more than 300 lineal feet and the development is roughly 500 lineal feet.
- Pursuant to Section 20.42.140 (Comprehensive Sign Program), deviations from the sign standards are allowed with regard to sign area, total number, location, and/or height of signs to the extent that the comprehensive sign program will enhance the overall development and will more fully accomplish the purposes and intent of this chapter.
- The applicant proposes multiple signs per tenant (number) and deviations from the separation requirements (location) of the Zoning Code.

## **ENVIRONMENTAL REVIEW**

The project qualifies for Class 11 (Accessory Structures) categorical exemption, Section 15311 of the California Environmental Quality Act. This class exempts construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to on-premise signs.

## **PUBLIC NOTICE**

Notice of this application was mailed to all owners of property within 300 feet of the boundaries of the site (excluding intervening rights-of-way and waterways) including the

applicant and posted on the subject property at least 10 days prior to the decision date, consistent with the provisions of the Municipal Code.

**APPEAL PERIOD:** An appeal may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949 644-3200.

Prepared by:

  
Benjamin M. Zdeba, Planning Technician

BW/bmz

Attachments:	ZA 1	Draft Resolution
	ZA 2	Vicinity Map
	ZA 3	Applicant's Justification Letter
	ZA 4	Requested Signage Deviation Analysis
	ZA 4	Project Plans



# **Attachment No. ZA 1**

Draft Resolution



## **RESOLUTION NO. ZA2012-010**

### **A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF NEWPORT BEACH APPROVING COMPREHENSIVE SIGN PROGRAM NO. CS2011-006 AND MODIFICATION PERMIT NO. 2011-017 FOR THE NEWPORT HARBOR NAUTICAL MUSEUM LOCATED AT 600 EAST BAY AVENUE (PA2011-142)**

THE ZONING ADMINSTRATOR OF THE CITY OF NEWPORT BEACH HEREBY FINDS AS FOLLOWS:

#### **SECTION 1. STATEMENT OF FACTS.**

1. An application was filed by Dee Kelly and Glenn Baaten, Newport Harbor Nautical Museum, with respect to property located at 600 East Bay Avenue, and legally described as a Resubdivision of Lots 1 through 6, Inclusive, and a Portion of Lot 7 in Block B of Bayside per a Map Recorded in Book 3, Page 38 of Miscellaneous Maps, Records of Orange County, California, Together with a Portion of Washington Street and a Portion of Section 35, Township 6 South, Range 10 West, San Bernardino Base and Meridian requesting approval of a Comprehensive Sign Program and Modification Permit.
2. The applicant requests a Comprehensive Sign Program for an existing, multi-tenant development located on a roughly 34,000 square-foot lot. The center is developed with four (4) multi-tenant buildings currently comprised of a total of thirteen commercial tenants and the museum. All buildings are interconnected by a common courtyard area.
3. The applicant also requests a Modification Permit to allow four exhibition wall signs and a freestanding directory kiosk that both exceed the maximum sign area and are not a sign type permitted by the Zoning Code.
4. The subject property is located within the CV (Commercial Visitor-Serving) Zoning District and the General Plan Land Use Element category is CV (Visitor Serving Commercial).
5. The subject property is located within the Coastal Zone.
6. A public hearing was held on February 29, 2012, in the City Hall Council Chambers, 3300 Newport Boulevard, Newport Beach, California. A notice of time, place and purpose of the meeting was given in accordance with the Newport Beach Municipal Code. Evidence, both written and oral, was presented to, and considered by, the Zoning Administrator at this meeting.

#### **SECTION 2. CALIFORNIA ENVIRONMENTAL QUALITY ACT DETERMINATION.**

1. This project has been determined to be categorically exempt under the requirements of the California Environmental Quality Act, pursuant to Section 15311 (Class 11 – Accessory Structures).

2. Class 11 exempts construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to on-premise signs.

### SECTION 3. REQUIRED FINDINGS.

*Modification Permit to allow four exhibition wall signs and a pedestrian-oriented directory kiosk sign which are both in excess of the sign area allowed by the Zoning Code.*

In accordance with Section 20.52.050.E (Findings and decision) of the Newport Beach Municipal Code, the following findings and facts in support of the findings for a Modification Permit are set forth:

#### Finding

- A. *The requested modification will be compatible with existing development in the neighborhood.*

#### Facts in Support of Finding

1. The subject property is located in the CV (Commercial Visitor-Serving) District and is designated CV (Visitor Serving Commercial) by the Land Use Element of the General Plan. This district is intended to provide for areas appropriate for accommodations, goods, and services intended to serve primarily visitors to the City. The existing commercial development and existing and proposed signage is consistent with this land use designation. The proposed signage is accessory to the primary use.
2. The property, historically known as the “Balboa Fun Zone”, is a multi-tenant development that is a use consistent with the Zoning and General Plan Land Use Designation in that it is an eclectic mix of visitor-serving commercial within a festive atmosphere. The signage proposed with the comprehensive sign program and modification permit will add to the character and charm of the development while improving the visibility and wayfinding of the site.
3. The larger exhibition wall signs are in scale with the building frontages in that the maximum permissible size as denoted in the sign program matrix (Exhibit B) is 1.5 times the linear frontage.
4. The proposed pedestrian-oriented directory kiosk sign is subject to separate review, as conditioned, and will be designed such that it is in scale with the building frontage along Edgewater Place.
5. The neighborhood includes properties with wall signs, nonconforming roof signs, and additional tenant signs that provide visibility from the public right-of-way.



6. The illumination of signage is conditioned to prevent excessive glare spillage onto or visible from the adjacent right-of-way and any nearby properties

Finding

- B. *The granting of the modification is necessary due to the unique physical characteristic(s) of the property and/or structure, and/or characteristics of the use.*

Facts in Support of Finding

1. The museum use is unique in that there could be several different exhibitions held at the museum within a year and the proposed signs will provide better visibility from on-site and off-site vantage points.
2. The proposed sign types and sign area are necessary due to the expansive configuration of the property and the numbers of tenants within the development since several tenants are located interior to the property.
3. Due to the amount of pedestrian traffic along Edgewater Place and overall scale of the site, the proposed directory kiosk sign will provide wayfinding to pedestrians many of which are visitors and unfamiliar with the area.

Finding

- C. *The granting of the modification is necessary due to practical difficulties associated with the property and that the strict application of the Zoning Code results in physical hardships that are inconsistent with the purpose and intent of the Zoning Code.*

Facts in Support of Finding

1. The property is developed with four large buildings that are interconnected by an open patio area. The four buildings have an aggregate total frontage of approximately 500 lineal feet.
2. The modification permit will allow signage that is in scale with the building and that provides visibility from each of the four frontages.
3. Strict application of the Zoning Code would not allow the installation of the proposed directory kiosk sign in that it is not a sign type included within the Zoning Code. The size of the site and the layout of the development require additional directional signage to ensure efficient way finding.

Finding

- D. *There are no alternatives to the modification permit that could provide similar benefits to the applicant with less potential detriment to surrounding owners and occupants, the neighborhood, or to the general public.*

Facts in Support of Finding

1. The granting of a modification permit allows the proposed exhibition signs and directory kiosk sign to be established as an allowed sign type and also provides an appropriate size that will ensure adequate visibility. No similar provision could be granted within the parameters of Section 20.42.120 (Comprehensive Sign Program) of the Zoning Code.
2. No foreseeable detriment will result from the approval of the modification permit as conditioned.

Finding

- E. The granting of the modification would not be detrimental to public health, safety, or welfare, to the occupants of the property, nearby properties, the neighborhood, or the City, or result in a change in density or intensity that would be inconsistent with the provisions of this Zoning Code.*

Facts in Support of Finding

1. The existing signage has not proven to be detrimental to public health, safety, or welfare to the occupants of the property, nearby properties, the neighborhood, or the City,
2. The signage is for commercial uses in a commercial district and is not in or adjacent to a residential district.
3. The proposed directory kiosk sign will serve to orient visitors to businesses and attractions within the development. The final location of said sign, as conditioned, will be reviewed by the Public Works Director to ensure the pedestrian easement is maintained along Edgewater Place.

*Comprehensive Sign Program*

Pursuant to Section 20.42.120 of the Zoning Code, approval of a Comprehensive Sign Program is required whenever a structure has more than three hundred (300) linear feet of frontage on a public street. In accordance with Section 20.67.120.E, a Comprehensive Sign Program shall comply with a number of standards. The following standards and facts in support of such standards are set forth:

Standard:

- A. The proposed sign program shall comply with the purpose and intent of this Chapter [Chapter 20.42: Signs], any adopted sign design guidelines and the overall purpose and intent of this Section [Section 20.42.120].*

Facts in Support of Standard:

1. In compliance with the purpose and intent of the Sign Code, the proposed Sign Program provides the uses with adequate identification without excessive proliferation of signage. Furthermore, it preserves community appearance by regulating the type, number, and design of signage.

Standard:

- B. The proposed signs shall enhance the overall development, be in harmony with, and relate visually to other signs included in the Comprehensive Sign Program, to the structures and/or developments they identify, and to surrounding development when applicable.*

Facts in Support of Standard:

1. The site is for use of multiple tenants and the signage has been designed integral with the design and character of the building.
2. Each tenant will be permitted up to three signs which will ensure adequate visibility is provided.
3. The proposed exhibition wall signs will allow the museum to effectively advertise events.
4. The proposed directory kiosk sign will provide directions and wayfinding for visitors to the area.

Standard:

- C. The sign program shall address all signs, including permanent, temporary, and exempt signs.*

Facts in Support of Standard:

1. The Sign Program submitted for the project addresses all project signage. Temporary and exempt signs not specifically addressed in the program shall be regulated by the provisions of Chapter 20.42.

Standard:

- D. The sign program shall accommodate future revisions that may be required because of changes in use or tenants.*

Facts in Support of Standard:

1. The project site is for the use of multiple commercial tenants and the Newport Harbor Nautical Museum and has been designed to be effective for such a use.
2. It is not anticipated that future revisions will be necessary to accommodate constant changes in tenants or uses. However, flexibility has been incorporated into the Sign Program Matrix to allow minor deviations from the proposed signs.
3. Consistent with Chapter 20.42, the Planning Director [or his/her designee] may approve minor revisions to the Sign Program if the intent of the original approval is not affected.

Standard:

- E. The program shall comply with the standards of this Chapter, except that deviations are allowed with regard to sign area, total number, location, and/or height of signs to the extent that the Comprehensive Sign Program will enhance the overall development and will more fully accomplish the purposes and intent of this Chapter.*

Facts in Support of Standard:

1. The Sign Program requests deviation in number of signs and location.
2. The sign code normally allows one wall sign up to 75 square feet in area on the primary frontage; however, due to the building's multiple frontages and multiple tenants, one large wall sign in a single location does not provide adequate visibility.
3. The placement of the proposed signage does not provide the required separation from other signage; however, the amount of tenants coupled with the multiple frontages creates a unique situation in which the required separation cannot be accomplished.

Standard:

- F. The Approval of a Comprehensive Sign Program shall not authorize the use of signs prohibited by this Chapter.*

Facts in Support of Standard:

1. The program does not authorize the use of new prohibited signs.

Standard:

- G. Review and approval of a Comprehensive Sign Program shall not consider the signs' proposed message content.*

Facts in Support of Standard:

1. The program contains no regulations affecting sign message or content.

SECTION 4. DECISION.

**NOW, THEREFORE, BE IT RESOLVED:**

1. The Zoning Administrator of the City of Newport Beach hereby approves Comprehensive Sign Program No. CS2011-006 and Modification Permit No. MD2011-017, subject to the conditions set forth in Exhibit A and the parameters denoted in Exhibit B, which are attached hereto and incorporated by reference.
2. Comprehensive Sign Program and Modification Permit applications do not become effective until 14 days following the date of action. Prior to the effective date, the applicant or any interested party may appeal the decision of the Zoning Administrator to the Planning Commission by submitting a written appeal application to the Community Development Director. For additional information on filing an appeal, contact the Planning Division at 949-644-3200.

**PASSED, APPROVED, AND ADOPTED THIS 29<sup>TH</sup> DAY OF FEBRUARY, 2012.**

By: \_\_\_\_\_  
Brenda Wisneski, AICP, Zoning Administrator

## EXHIBIT "A"

### CONDITIONS OF APPROVAL

1. The development shall be in substantial conformance with the approved site plan, details, and elevations, except if noted in the following conditions.
2. Upon demolition of the current development, this Comprehensive Sign Program and Modification Permit shall be rendered nullified and a new Comprehensive Sign Program shall be obtained for the new development in accordance with the Zoning Code Provisions in effect at the time the new development is approved.
3. Locations of the signs are limited to the designated areas and shall comply with the limitations specified in the Sign Program Matrix included in Exhibit "B" and any applicable sight distance provisions of Chapter 20.42 of the Newport Beach Municipal Code.
4. All signs must be maintained in accordance with Section 20.42.170 (Maintenance Requirements) of the Newport Beach Municipal Code.
5. The final location of the proposed kiosk sign will be reviewed by the City Traffic Engineer and shall conform to City Standard 110-L to ensure that adequate sight distance is provided.
6. Signs not specifically approved by this Comprehensive Sign Program and Modification Permit shall be removed, unless approved through separate and subsequent review.
7. This approval was based on the particulars of the individual case and does not, in and of itself or in combination with other approvals in the vicinity or Citywide, constitute a precedent for future approvals or decisions.
8. Prior to issuance of building permits, the applicant shall submit to the Planning Department an additional copy of the approved architectural plans for inclusion in the Planning file. The plans shall be identical to those approved by all City departments for building permit issuance. The approved copy shall include architectural sheets only and shall be reduced in size to 11 inches by 17 inches. The plans shall accurately depict the elements approved by this Staff Approval and shall highlight the approved elements such that they are readily discernible from other elements of the plans.
9. A building permit shall be obtained prior to commencement of the construction and/or installation of the signs.
10. A copy of the conditions of approval shall be incorporated into the Building Department and field sets of plans prior to issuance of the building permits.
11. To the fullest extent permitted by law, applicant shall indemnify, defend and hold harmless City, its City Council, its boards and commissions, officials, officers, employees,

and agents from and against any and all claims, demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever which may arise from or in any manner relate (directly or indirectly) to City's approval of **Newport Nautical Museum Sign Program** including, but not limited to **Comprehensive Sign Program No. CS2011-006 and Modification Permit No. MD2011-017 (PA2011-202)** and the determination that the project is exempt under the requirements of the California Environmental Quality Act. This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification provisions set forth in this condition. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed in this condition.

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**EXHIBIT “B”****SIGN PROGRAM MATRIX**

**Frontages:** 1) East Bay Avenue  
 2) Washington Street  
 3) Palm Street  
 4) Edgewater Place

(LF = Linear Feet / SF = Square Feet)

<b>Sign Type</b>	<b>Frontages Size limitations where applicable</b>
A. Exhibition Wall Signs (Non-rigid material)	<p>1) East Bay Avenue</p> <hr/> <p>Number of Signs: One          Sign Area: 1.5 times linear frontage of building          Maximum Letter/Logo Height: 36 inches</p> <p>2) Washington Street          3) Palm Street or Edgewater Place          4) Edgewater Place</p> <hr/> <p>Number of Signs: Three, one per frontage or one on Washington Street and two on Edgewater Place          Sign Area: 1.5 times linear frontage of building          Maximum Letter/Logo Height: 36 inches</p>
B1. Tenant Wall Signs	<p>1) East Bay Avenue          2) Washington Street          3) Palm Street          4) Edgewater Place</p> <hr/> <p>Number of Signs: One sign per frontage of each tenant space (maximum three per any one tenant with multiple frontages)          Maximum Sign Area: 25 SF for single tenant or 50 SF for multi-tenant          Maximum Letter/Logo Height: 36 inches</p>
B2. Museum Wall Signs	<p>1) East Bay Avenue          2) Washington Street          3) Palm Street          4) Edgewater Place</p> <hr/> <p>Number of Signs: Eight, with no more than three signs per street elevation          Maximum Sign Area: 25 SF          Maximum Letter/Logo Height: 36 inches</p>



Sign Type	Frontages Size limitations where applicable
C. Entry Canopy Signs	<p>1) East Bay Avenue 4) Edgewater Place</p> <hr/> <p>Number of Signs: One allowed on framework at entry to building complex Maximum Sign Area: 50 SF Maximum Letter/Logo Height: 36 inches</p>
D. Directory Signs (Manual, changeable copy permitted)	<p>1) East Bay Avenue 2) Washington Street 3) Palm Street</p> <hr/> <p>Number of Signs: Two per frontage Location: Entrance between buildings or on wall plane Sign Area: 20 SF Maximum Letter/Logo Height: 6 inches</p>
E. Flags	<p>1) East Bay Avenue 2) Washington Street 3) Palm Street 4) Edgewater Place</p> <hr/> <p>Number of Flags: One flag per building corner, not to exceed 11 total Location: Mounted such that top of flag is no more than two feet above the eave of the roofline Sign Area: 20 SF Maximum Letter/Logo Height: 6 inches</p>
F. Projecting Signs	<p>2) Washington Street</p> <hr/> <p>Number of Signs: One Sign Area: 5 SF Maximum Letter/Logo Height: 6 inches</p> <p>3) Palm Street</p> <hr/> <p>Number of Signs: Three Sign Area: 5 SF Maximum Letter/Logo Height: 6 inches</p> <p>4) Edgewater Place</p> <hr/> <p>Number of Signs: Two Sign Area: 5 SF Maximum Letter/Logo Height: 6 inches</p>

<b>Sign Type</b>	<b>Frontages Size limitations where applicable</b>
G. Awning Signs	1) East Bay Avenue 2) Washington Street 3) Palm Street 4) Edgewater Place <hr/> Number of Signs: One sign per frontage of each tenant space (not to be used in addition to wall signage on same frontage) Sign Area: 5 SF, limited to center 50% of valance or lower 18 inches of a barrel awning Maximum Letter/Logo Height: 12 inches
H. Tenant Window Signs	1) East Bay Avenue 2) Washington Street 3) Palm Street 4) Edgewater Place <hr/> Number of Signs: One sign per window, not to exceed 20% of window area Locations: Limited to upper <u>or</u> lower 12 inches of window only
I. Freestanding Directory Kiosk Sign	4) Edgewater Place <hr/> Final location to be determined – subject to Community Development Department approval and Public Works Department approval (if in public right-of-way)
J. Roof Sign (Existing nonconforming)	4) Edgewater Place <hr/> Existing, nonconforming sign – cannot be replaced or reconstructed without a variance

**NOTES:**

If frontage is not listed within a sign-type row, then the sign type is not permitted on that frontage. Once the existing building has been demolished and a new building is constructed, this comprehensive sign program shall be deemed void and must be amended.

Sign area is the area measured by two perpendicular sets of parallel lines that surround the proposed logo and sign copy. All signs shall substantially conform to the approved set of plans stamped and dated February 29, 2012.

Pursuant to Section 20.42.120.F of the Zoning Code, the Community Development Director may approve minor revisions to the Sign Program if the intent of the original approval is not affected.

Signs not visible from the public right-of-way shall not be limited in type, area, height, and/or location.

Existing nonconforming signs (such as roof signs like Sign Type J) are subject to 20.42.140.

A minimum of 8 feet of clearance between the lowest part of a sign/awning and the grade below shall be provided.

Temporary Banners\* are limited to the regulations of Chapter 20.42

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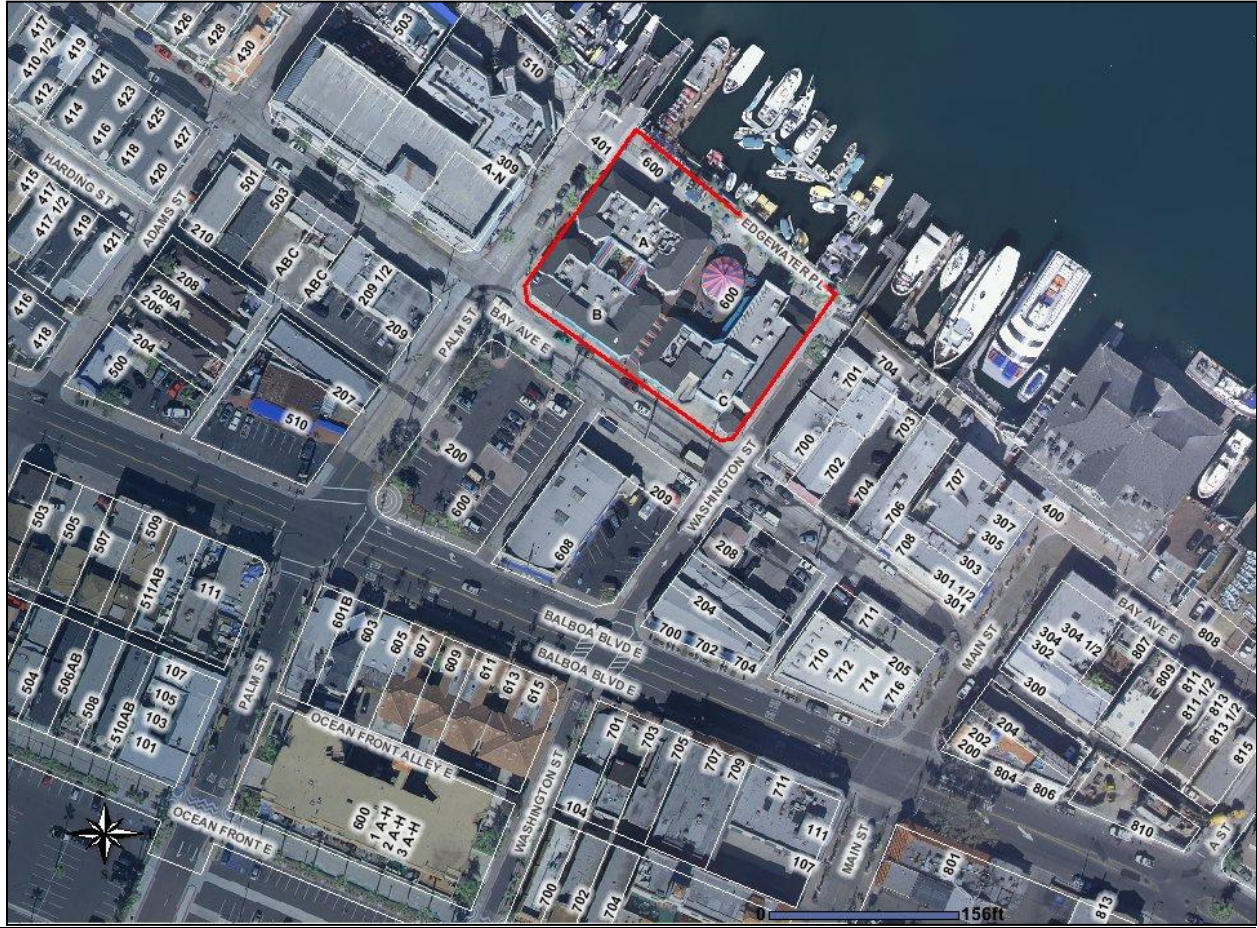


# **Attachment No. ZA 2**

Vicinity Map



# VICINITY MAP



Comprehensive Sign Program No. CS2011-006  
Modification Permit No. MD2011-017  
PA2011-142

**600 East Bay Avenue**





# **Attachment No. ZA 3**

Applicant's Justification Letter



**Sept 16, 2011**

**Newport Harbor Nautical Museum, 600 East Bay Avenue, Newport Beach  
Sign Program, dated 9/16/11**

**Sign Justification**

The sign program proposes the following variations from the zoning code that are justified as follows:

<b>Variation from Code</b>	<b>Justification</b>
1 Exemption of signs facing internal plaza from zoning code (Page 3 in sign program)	No impact on community's appearance since these signs are not visible from streets.
2 Location of tenant signs not at lease space (Pages 3 and 4 in sign program)	Continuation of current condition, allowing tenants the opportunity for identification on public streets at the premises, but where they have no frontage.
3 More building signs than allowed by code, shown in detail on Pages 2 and 3 below	Continuation of current condition, allowing tenants the opportunity for identification on more than two frontages.
4 Use of permanent banner signs (Sign Type A)	Continuation of current condition, allowing information regarding museum's exhibits to be displayed for longer than 60 days per year.
5 Quantity of banner signs (Sign Type A)	Continuation of current condition, allowing information regarding museum's exhibits to be displayed on multiple frontages of the property.
6 Size of banner signs (Sign Type A)	Continuation of current condition, allowing information regarding museum's exhibits to be legible from a distance.
7 Size of wall signs (Sign Type B)	Continuation of current condition, allowing sign size not to be determined by length of frontage.
8 Location of wall signs (Sign Type B)	Continuation of current condition, allowing signs on adjacent walls to be less than 30 feet apart.
9 Use of internally-illuminated cabinet signs with translucent backgrounds (Sign Type B/D)	Continuation of current condition regarding directory signs.
10 Use of sign identifying property, not tenant (Sign Type B)	Continuation of current condition, allowing the property to be identified as "Balboa Fun Zone" or another name in the future.
11 Use and quantity of flags (Sign Type E)	Continuation of current condition, allowing the flags to reinforce the festive atmosphere of Balboa Village.
12 Use of a kiosk sign (Sign Type I)	New public service, promoting exhibits and events to pedestrians using boardwalk.
13 Use of roof sign (Sign Type J)	Continuation of current condition, allowing the Fun Zone Boat Company to keep its harbor cruise sign.

Sept. 16, 2011

**Newport Harbor Nautical Museum, 600 East Bay Avenue, Newport Beach  
Sign Program, dated 9/16/11**

**Sign Justification p.2**

Below is a comparison of the number of signs allowed by the code, the existing signs, and the new signs:

<b>Sign Class</b>	<b>Maximum number of signs allowed by zoning code</b>	<b>Number of existing signs visible from public street</b>	<b>Number of new signs visible from public street</b>
Freestanding sign	(1) sign per site	none	(1) new kiosk sign
Directory sign	(1) sign per site	(5) signs	none
Building sign	(2) signs per tenant on separate walls if located 30 feet apart	(21) wall signs as shown below  (6) projecting signs  (1) awning sign  (1) roof sign	(14) new wall signs as shown below  none  (1) sign per new or existing awning  none
	Therefore maximum allowed is:		
	(2) signs for museum*	(2) wall signs; (4) projecting signs; (1) awning sign	
	(1) sign for New York Pizza*	(1) wall sign; (1) projecting sign; (8) window signs	
	(1) sign for Balboa Sushi*	(1) wall sign; (11) window signs	
	(1) sign for Jane's Corndog #2*	(3) wall signs; (6) window signs	
	(1) sign for Streamliner Diner*	(1) wall sign; (3) window signs	
	(1) sign for Sweet Tooth Ice Cream*	(1) wall sign; (1) projecting sign; (3) window signs	
	(1) sign for Fun Zone Boat Co.*	(3) wall signs; (1) roof sign	
	(1) sign for Ferris Wheel *	(1) wall sign	
	(1) sign for Balboa Arcade*	(3) wall signs	
	(1) sign for Marina Boat Rentals*	(4) wall signs	
	(1) sign for T's Toe Ring*	(2) wall signs	
	(1) sign for The Gallery SoCal Papa*	(2) window signs	
	(1) sign for Knot Just Candy*	none	

\* either a wall sign, projecting sign, window sign, or awning sign



# **Attachment No. ZA 4**

Requested Signage Deviation Analysis



## Requested Signage Breakdown

Signage Requested	Chapter 20.42 Regulation	Deviation
Tenant wall signs (36)	One sign per primary building or tenant frontage.	Multiple signs per frontage. Not measured at 1.5 times linear frontage. Do not meet minimum separation requirement of 15 feet.
Projecting signs (6)	One sign per site, including window signs. 20 square feet maximum area.	Multiple signs per frontage.
Awning signs, copy on existing	Lettering, logos, symbols, and graphics are allowed on up to 50 percent of the area of a shed (slope) portion of the awning and valance portion of the awning. Signs shall be applied flat against the awning surface. In the case of a barrel shaped (curved) awning, signs shall not occupy more than 60 percent of the bottom 12 inches of the awning.	Multiple signs per frontage.
Window signs, copy on existing	Window signs, 20% max of each window area.	Multiple signs per frontage.
Exhibition Wall Signs (4)	Considered as a wall sign, limited to 75 square feet.	Exceeding size allowed.
Permanent roof-mounted flags (11)	A maximum of 3 flags may be displayed on any single lot. However, only one flag bearing an on-site commercial message may be displayed on each lot in nonresidential zones.	Exceeds number of flags permitted or exempted.
Freestanding kiosk sign (1)	Limited to 75 square feet.	Exceeds sign area permitted and not a sign type included within the Zoning Code.
Nonconforming roof sign (1)	Subject to Section 20.42.140 – Nonconforming Signs.	Existing. Subject to nonconforming section of Chapter 20.42. No change proposed.

# **Attachment No. ZA 5**

Project Plans





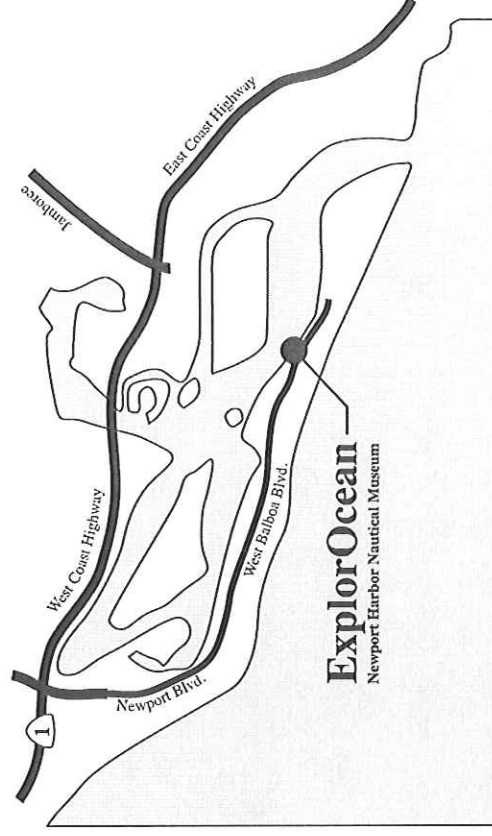


PROPERTY OWNER:  
NEWPORT HARBOR NAUTICAL MUSEUM  
CONTACT: DEE S. KELLY (949) 675-8915  
dkelly@nhnm.org

PROGRAM DESIGNER:  
BAAB & ASSOCIATES  
CONTACT: DAVID J. BAAB (949) 729-9210  
dbaab@baabcorp.com

# SIGN PROGRAM

LOCATION: 600 EAST BAY AVENUE  
NEWPORT BEACH, CALIFORNIA 92611-1347



PROGRAM TITLE

PAGE 1

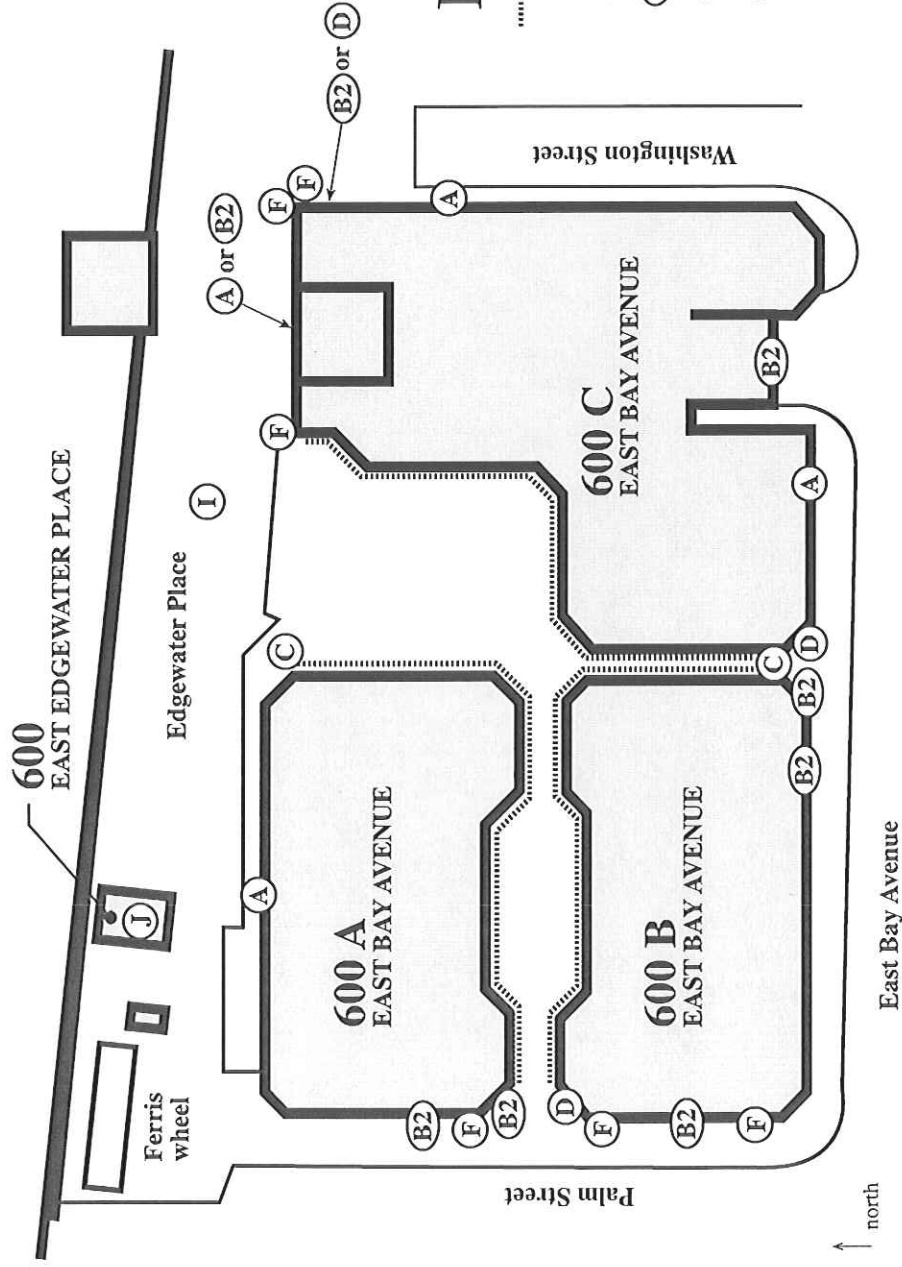
EXPLOROCLEAN / NEWPORT HARBOR NAUTICAL MUSEUM  
SIGN PROGRAM

January 25, 2012

Sign Type	Description	Sign Classification per Zoning Ordinance	Sign Location	Max. Quantity	Max. Sign Area	Max. Letter Height	Max. Height of Sign Above Ground	Symbols Allowed?
A	EXHIBITION WALL SIGNS	WALL SIGN	WALL	SEE P 4A	SEE P 4A	36 IN.	TOP OF BUILDING	YES
B1	TENANT WALL SIGNS	WALL SIGN	WALL	SEE P 4B1	SEE P 4B1	36 IN.	TOP OF BUILDING	YES
B2	MUSEUM WALL SIGNS	WALL SIGN	WALL	8	25 SF	36 IN.	TOP OF BUILDING	YES
C	ENTRY CANOPY SIGNS	CANOPY SIGN	ENTRY	2	50 SF	36 IN.	TOP OF BUILDING	YES
D	DIRECTORY SIGNS	DIRECTORY SIGN	WALL	5	20 SF	6 IN.	8 FEET	YES
E	FLAGS	FLAG	ROOF	SEE P 4E	20 SF	6 IN.	50 FEET	YES
F	PROJECTING SIGNS	PROJECTING SIGN	WALL	6	20 SF	6 IN.	15 FEET	YES
G	AWNING SIGNS	AWNING SIGN	AWNING	SEE P 4G	SEE P 4G	12 IN.	TOP OF AWNING	YES
H	TENANT WINDOW SIGNS	WINDOW SIGN	WINDOW	SEE P 4H	SEE P 4H	12 IN.	TOP OF WINDOW	YES
I	FREESTANDING DIRECTORY KIOSK SIGN	FREESTANDING SIGN	GROUND	1	50 SF	36 IN.	10 FT.	YES
J	ROOF SIGN (EXISTING NONCONFORMING)	ROOF SIGN	ROOF	1	50 SF	36 IN.	20 FT.	YES

SIGN SUMMARY

The location of the Kiosk Sign (Sign Type I) shown below is meant to be a general location. The precise sign location would be determined at the time of the sign permit, and may, or may not, require an encroachment agreement from the City.



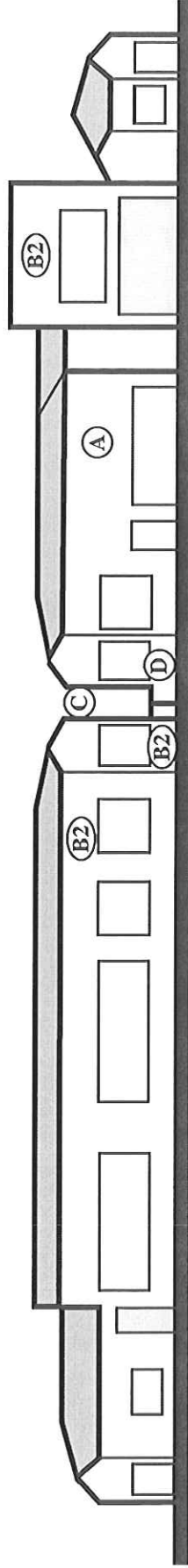
## LEGEND

..... walls where signs are exempt from zoning code

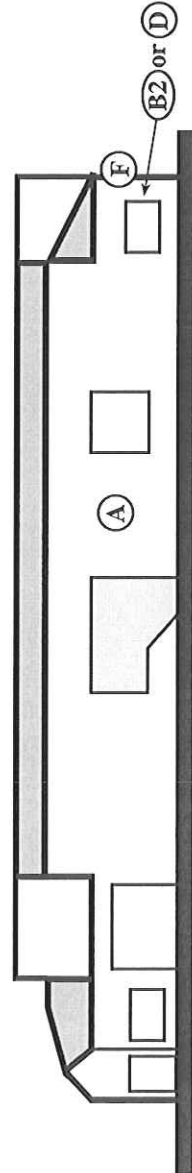
- (A) Exhibition Wall Signs
- (B2) Museum Wall Signs
- (C) Entry Canopy Signs
- (D) Directory Signs
- (F) Projecting Signs
- (I) Freestanding Directory Kiosk Sign
- (J) Roof Sign

SITE PLAN

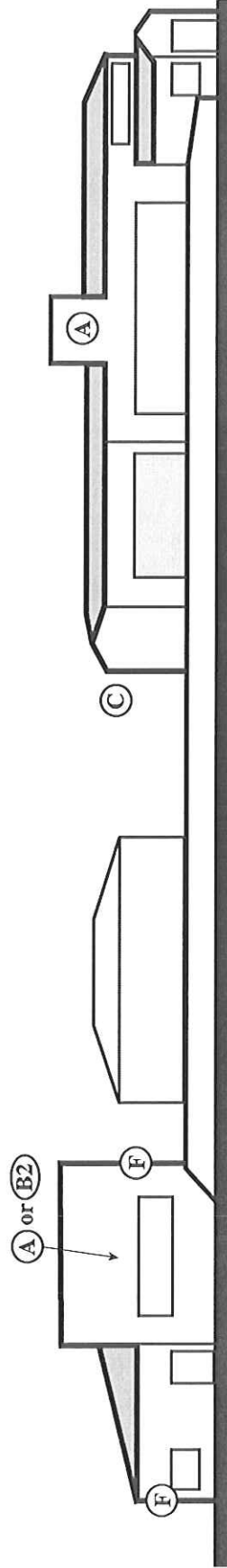
PAGE 3



East Bay Avenue



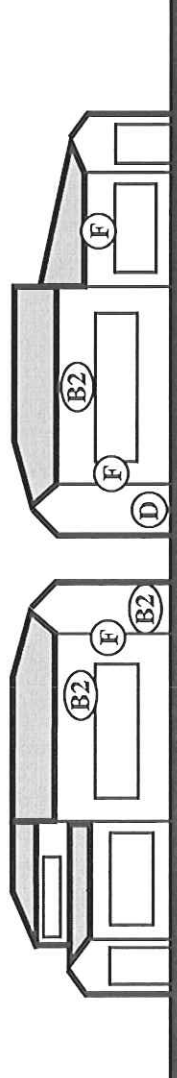
Washington Street



Edgewater Place

## LEGEND

- (A) Exhibition Wall Signs
- (B2) Museum Wall Signs
- (C) Entry Canopy Signs
- (D) Directory Signs
- (F) Projecting Signs



Palm Street

ELEVATIONS

PAGE 4

# SIGN TYPE A

## EXHIBITION

## WALL SIGNS

Purpose: To promote special exhibits at the museum

Zoning Classification: Wall sign

Maximum Number: Four permanent banners

Location: On building wall

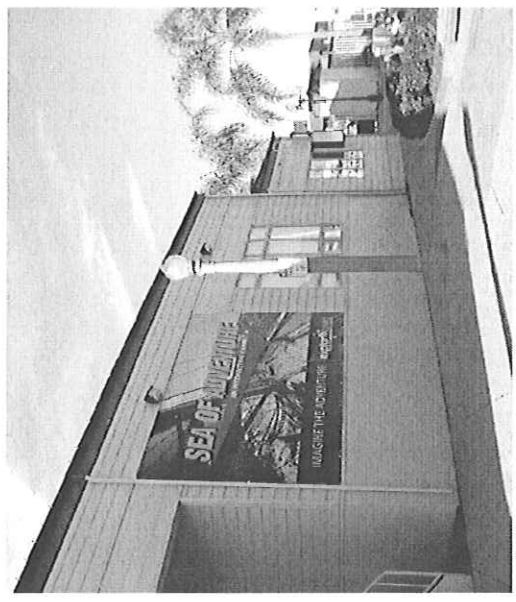
As shown on Pages 3 and 4

Sign Copy: Name of exhibit, name of museum, and related information

Maximum Sign Size: 1.5 square foot per 1.0 linear foot of building frontage

Maximum Letter / Logo Height: 36 inches

Sign Construction/Material: Any non-rigid material



Example of existing permanent banner

SIGN TYPE A  
SPECIFICATIONS

PAGE 4A

Purpose:

To identify on-site businesses and attractions

Zoning Classification:

Wall sign

Maximum Number:

One (1) sign per frontage of each tenant space  
(maximum of 3 signs per tenant)

Location:

On building wall

Sign Copy:

Name of stores and restaurants, attractions,  
and related information

Maximum Sign Size:

25 SF if single business sign  
50 SF if multi-business sign

Maximum Letter / Logo Height:

36 inches

Sign Construction/Material:

A sign attached to, erected against, or painted upon the wall of  
a building or structure, the face of which is in a single plane  
parallel to the plane of the wall.

Acceptable sign types include:

Individual letters mounted to wall or panel  
Letters painted on panel or non-rigid material  
Illuminated cabinet with opaque background  
Non-illuminated cabinet



# SIGN TYPE B1

## TENANT

### WALL SIGNS

Examples of existing wall signs

SIGN TYPE B1  
SPECIFICATIONS

PAGE 4B1

EXPLORE OCEAN / NEWPORT HARBOR NAUTICAL MUSEUM  
SIGN PROGRAM

January 25, 2012

# SIGN TYPE B2

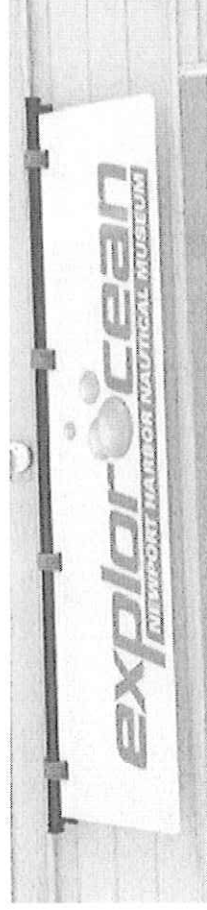
## MUSEUM

### WALL SIGNS

Purpose:	To identify museum
Zoning Classification:	Wall sign
Maximum Number:	8
Location:	On building wall as shown on Pages 3 and 4
Sign Copy:	Name of museum and related information
Maximum Sign Size:	25 SF
Maximum Letter / Logo Height:	36 inches
Sign Construction/Material:	A sign attached to, erected against, or painted upon the wall of a building or structure, the face of which is in a single plane parallel to the plane of the wall.

Acceptable sign types include:

- Individual letters mounted to wall or panel
- Letters painted on panel or non-rigid material
- Illuminated cabinet with opaque background
- Non-illuminated cabinet



Examples of existing wall signs



SIGN TYPE B2  
SPECIFICATIONS

PAGE 4B2



Purpose: To identify attraction area, museum, or other elements of property

Zoning Classification: Canopy sign

Maximum Number: Two

Location: On framework at entry to building complex as shown on Pages 3 and 4

Sign Copy: Name of attraction area, museum, or other elements of property

Maximum Sign Size: 50 SF

Maximum Letter / Logo Height: 36 inches

Sign Construction/Material: Individual letters mounted on framework



Example of existing sign

# SIGN TYPE C

## ENTRY

## CANOPY SIGNS

SIGN TYPE C  
SPECIFICATIONS

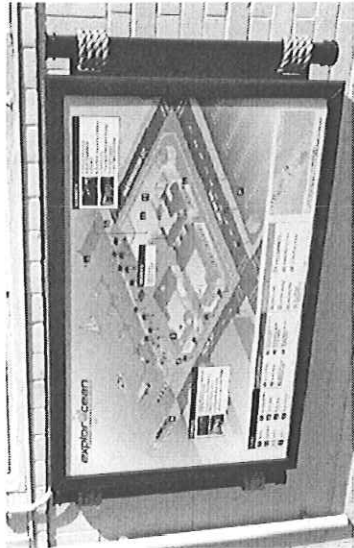
PAGE 4C

# SIGN TYPE D

## DIRECTORY

## SIGNS

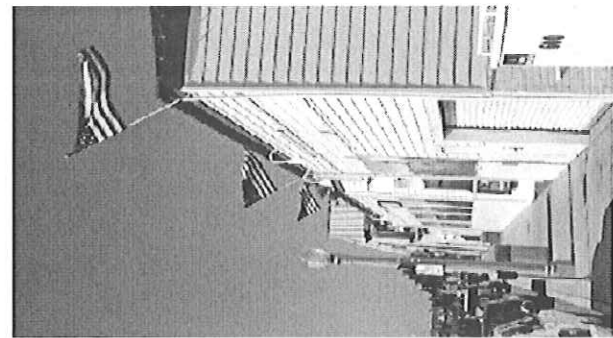
Purpose:	To identify museum and on-site uses and products
Zoning Classification:	Directory sign
Maximum Number:	Five
Location:	On building wall as shown on Pages 3 and 4
Sign Copy:	Name of museum, on-site uses, and products
Maximum Sign Size:	20 SF
Maximum Letter / Logo Height:	6 inches
Sign Construction/Material:	Illuminated or non-illuminated cabinet sign
	Acceptable sign types include:
	Illuminated cabinet with opaque background
	Non-illuminated cabinet
	Changeable message board (manual)



Example of existing sign

# SIGN TYPE E FLAGS

Purpose:	To identify museum and to create a festive atmosphere
Zoning Classification:	Flag
Maximum Number:	One (1) flag per building corner (Eleven flags maximum at site)
Location:	Mounted on building such that the top of the flag is at, or below, the top ridge of the roof
Maximum Sign Size:	20 SF
Maximum Letter / Logo Height:	6 inches
Sign Construction/Material:	American flag or single-colored fabric on pole mounted to building



Examples of flags

Purpose:

To provide directional information and product information to pedestrians

Zoning Classification:

Projecting sign

Maximum Number:

Six

Location:

Projecting from building wall as shown on Pages 3 and 4

Sign Copy:

Name of museum and arrow; or  
name of store and product information

Maximum Sign Size:

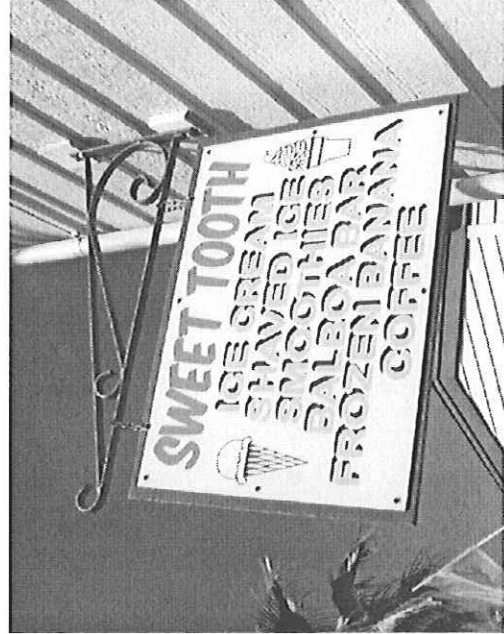
5 SF

Maximum Letter / Logo Height:

6 inches

Sign Construction/Material:

A panel that projects from, and is supported by, a wall of a building



Examples of existing signs

# SIGN TYPE F

## PROJECTING SIGNS

SIGN TYPE F  
SPECIFICATIONS

PAGE 4F

# SIGN TYPE G

## AWNING SIGNS

Purpose:	To identify museum or store
Zoning Classification:	Awning sign
Maximum Number:	One (1) sign per awning  Awning sign and Sign Type B1 for same tenant not allowed on same frontage
Location:	In center 50% of valance; or on lower 18 inches of barrel awning
Sign Copy:	Name of museum, name of stores and restaurants, attractions, and related information
Maximum Sign Size:	5 SF
Maximum Letter / Logo Height:	12 inches
Sign Construction/Material:	A sign painted on, printed on, or attached to surface of awning



Example of existing awning sign

Purpose:

To promote products and services

Zoning Classification:

Window sign

Maximum Number:

One sign per window

Location:

At top 12 inches of window  
or  
at bottom 12 inches of window

Sign Copy:

Products, services, and related information

Maximum Sign Size:

20% of visible window area

Maximum Letter / Logo Height:

12 inches

Sign Construction/Material:

A sign applied or attached to a window and located within 5 feet of the inside of the window so that it can be seen from the exterior of the structure

# SIGN TYPE H

## TENANT

### WINDOW SIGNS



Example of existing window signs



SIGN TYPE H  
SPECIFICATIONS

PAGE 4H

EXPLOROcean / NEWPORT HARBOR NAUTICAL MUSEUM  
SIGN PROGRAM

January 25, 2012

Purpose:

To identify museum, and on-site businesses and attractions; and to promote special events and exhibits at the museum

Zoning Classification:

Freestanding sign

Maximum Number:

One

Location:

On Edgewater Place as shown on Page 3

Sign Copy:

Name of museum, on-site businesses and attractions  
Information about special events and exhibits at the museum

Maximum Sign Height:

10 feet to top of sign; 15 feet to top of structure

Maximum Sign Size:

50 square feet

Maximum Letter / Logo Height:

36 inches

Sign Construction/Material:

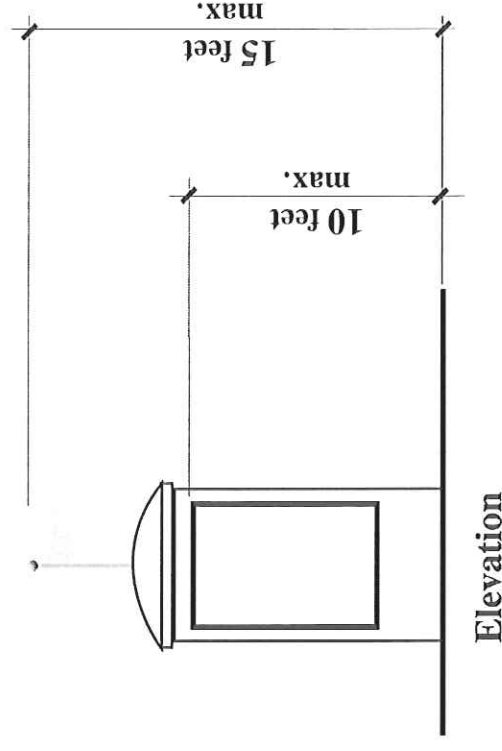
Metal and/or wood structure

Approval:

Public Works Encroachment Agreement required

# SIGN TYPE I

## FREESTANDING DIRECTORY KIOSK SIGN



SIGN TYPE I  
SPECIFICATIONS

PAGE 4I

Purpose:

To identify business name and use

Zoning Classification:

Roof sign  
(Existing, non-conforming sign that cannot be replaced or reconstructed without a variance.)

Maximum Number:

One double-sided sign

Location:

On roof of building at 600 East Edgewater

Sign Copy:

Name of boat company and information about harbor cruises

Maximum Sign Size:

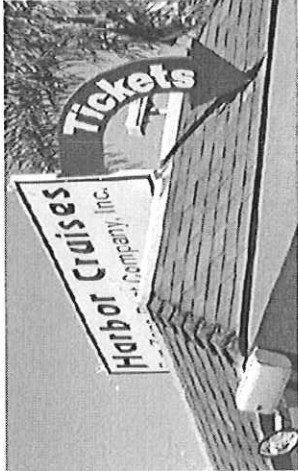
50 square feet

Maximum Letter / Logo Height:

36 inches

Sign Construction/Material:

Sign panel attached to roof



Example of existing sign



# SIGN TYPE J

## ROOF SIGN (EXISTING NON-CONFORMING SIGN)

SIGN TYPE J  
SPECIFICATIONS

PAGE 4J